

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of broadcasting a program containing a plurality of versions, said method comprising:

broadcasting program information indicating that said plurality of versions of said program are available, each version of said program having a different content from each other version from said plurality of versions;

receiving one or more requests for at least one version of said plurality of versions of said program;

making a decision to broadcast said at least one version of said plurality of versions of said program based upon a frequency of said one or more requests received;

determining a characteristic of said at least one version;

associating an advertisement with said characteristic; and

broadcasting said at least one version of said plurality of versions of said program and said advertisement with content information for said at least one version.

2. (Cancelled)

3. (Currently Amended) A method of broadcasting a program containing a plurality of versions to a receiving unit, said method comprising:

broadcasting program information to said receiving unit indicating that said plurality of versions of said program are available, each version of said program having a different content from each other version from said plurality of versions;

receiving requests from said receiving unit for at least two versions or said plurality of versions of said program;

making a decision to broadcast one version of said plurality of versions of said program based upon a number of said received requests;

determining a characteristic of said one version;

associating an advertisement with said characteristic; and
broadcasting said ~~determined one~~ version and said advertisement with content
information for said one version to said receiving unit.

4. (Previously Presented) The method of claim 3, wherein said receiving unit is configured to:

receive a broadcast comprising said at least two versions of said program;
select one version from said at least two versions of said plurality of versions of said
program using viewer preference information; and
display said one version.

5. (Previously Presented) The method of claim 4, wherein said viewer preference
information is stored in said receiving unit.

6. (Previously Presented) The method of claim 4, wherein said one version is selected by
obtaining content information contained in a blanking interval of said program.

7. (Previously Presented) The method of claim 4, wherein said one version is selected by
obtaining content information contained in a packet of digital information comprising
said program.

8-22. (Cancelled)

23. (Currently Amended) A broadcast system configured to:

broadcast information indicating that a plurality of versions of a program are available,
each version of said program having a different content from each other version from said
plurality of versions;

receive one or more requests for at least one available version of said plurality of
available versions of said program;

make a decision whether to broadcast said requested at least one available version of said plurality of available versions of said program based upon said one or more requests and based on a predetermined criteria;

determine a characteristic of said at least one available version;

associate an advertisement with said characteristic; and

broadcast said at least one available version of said plurality of available versions of said program-if said one or more requests [[meets]] meet said predetermined criteria, broadcast said at least one available version and said advertisement with content information for said at least one available version. [[:]]

wherein said predetermined criteria includes a number of the one or more requests for each of said plurality of versions.

24. (Previously Presented) The broadcast system of Claim 23, wherein said predefined criteria includes bandwidth availability.

25. (Cancelled)

26. (Previously Presented) The broadcast system of Claim 23, wherein a plurality of requests is received for at least two available versions of said plurality of available versions of said program.

27. (Cancelled)

28. (Currently Amended) The broadcast system of claim [[27]] 23, wherein said content information comprises a rating of said at least one available version.

29. (Previously Presented) The broadcast system of claim 23, wherein said predetermined criteria further includes a charge for said at least one available version.

30. (Previously Presented) The broadcast system of claim 23, wherein said predetermined criteria further includes a coincidence of said at least one available version included in another broadcast.